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September 25, 1990

VIA FEDERAL EXPRESS

Ms. Barbara Trach
Philip Morris U.S.A.
120 Park Avenue
New York, NY 10017

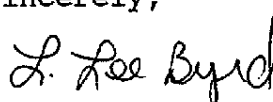
ALPINE Resort Sweepstakes Agreement

Dear Barbara:

Enclosed please find a "clean" draft of the agreement between PM and Don Jagoda Associates, Inc. ("DJA") for the ALPINE Resort Sweepstakes. Please review this document carefully to ensure that it is the same version that you already have. Once you have made your final changes, please let me know. I will then forward a final agreement to you for execution.

If this is not the correct agreement or if you have any other questions or comments, please do not hesitate to call.

Sincerely,



L. Lee Byrd

643/6300
Enclosure

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